

**COMMUNICATION STUDIES 468 AND 535  
Dr. Lorna Roth Winter 1997  
Theoretical Issues in Media And Development**

**Imagining a Post-Development Era:  
Reflections on the Relationships Between  
Communications, "Development,"  
and Neo-/Post-Colonialism**

**Office Hours - Room 421; 848-2545; Roth@Odyssee.Net**  
Monday 2 - 4, 7 - 8; Wednesday 3 - 6 or by appointment.

**Description of Course**

This course will examine the theoretical, historical, and empirical inter-relationships between media and social, political, economic, and cultural change within the context of communities, regions, nations, and international 'post-colonial' settings.

**The goals of the course are:**

- a. To provide an overview of the field of media and (neo)/(post) colonialism - theories, approaches, concepts, models, and critiques of basic research.
- b. To identify and critique the ways in which the relationships between media and "development" have been framed in the history of the field.
- c. To develop awareness and evaluative tools re: the practical application of various media to specific cases of planned change.

**Assignments:**

1. One short critique related to one of the following major paradigms in development communications. This should include the following elements: an analysis of its premises and arguments; and an evaluative critique of its theoretical and

empirical advantages and shortcomings. In your opinion, who and what is missing from this paradigm? Your essay should be no more than 6 typed pages, including footnotes and bibliography. Additional sources to those mentioned in class should be used. Due Date: February 24. **(30% of final mark)**

- a. The Diffusionist Approach to communications and development: Pye, Katz, Lerner, Schramm, Rogers and others.
- b. The Dependency Approach to communications and development: Schiller, Mattelart, Freire, Elliott and Golding, Samir, and others.
- c. The Neo-Colonial Approach to communications and development: Spivak, T. Minh-Ha, Dominguez, Marcus & Fischer, Bhabha, Said, Tomlinson, Geertz, Hall, Smith, Appadurai, Churchill, Shohat, Shinar, Olsthoorn & Yalden, and others.

2. (a) One short paper proposing an alternative approach to development communications using model elements which derive their origins from conventional approaches conjoined with your own novel components. In other words, try to create and outline an 'appropriate' development model suitable for an actual nation in which there is room for the complexity of the actual lived experiences of all peoples residing there. Describe how it would apply to one empirical setting. Include independently researched bibliographic sources, footnotes, and a complete bibliography. Maximum: 10 pages.

**OR**

(b) One short <sup>internet</sup>paper considering film, video, television, radio, literacy, telephony, etc. as development media. This should refer to at least one case study and include additional resources which you have located yourself. Maximum: 10 pages. Include footnotes and bibliography.

**OR**

(c) A theme/topic of your own choice which must be negotiated with me as soon as possible. This paper should also have both a theoretical and empirical component and should not be longer than

10 pages, including footnotes and bibliography.

**Written Proposal for the Paper Due:** February 3. This should include: Paper Title; Thesis statement indicating your main and supporting ideas i.e., citing what kind of evidence you will be using to substantiate your arguments; a list of pertinent reference books (secondary sources) which you will be using; any primary sources or original research materials you will be using. The latter are not necessary, but if you feel like doing some original interviewing or observations, it would be an asset to your research. This proposal doesn't have to be long (about 500 words). It's just to assure me that you are on the right track and it will help me assist you to identify resources. The proposal will be worth **10%** of your final mark.

**Final Paper due date: April 7. 40% of your final mark.**

*Use 12 or 14 pt print*  
**N.B:** Please **make a photocopy of your assignments** before you hand them in, just in case they become misplaced by accident: better safe than sorry.

**All papers must be typed and submitted on time.** If you have a valid reason for postponing assignment submissions, such as a death in the family or a serious illness, please contact me at my home number and we'll arrange an alternative.

**Plagiarized work will result in a failed grade.**

### **Participation:**

Students are expected to participate in class discussions and to critique the assigned readings on a regular basis.

### **Evaluation Criteria:**

**Assignment # 1: 30%**

**Assignment # 2: 50% (Proposal - 10%; Final Paper - 40%)**

**Class Participation: 20%**



## **Course Readings**

There are no purchased textbooks for this course. There will be 2 photocopies of all readings (required and optional) available at the Learning Centre on the third floor of the Bryan Building. **It is open between 9 a.m. and 9:00 p.m. daily, except on weekends.** Many development communications books are also available **in the Vanier Library**. Paragraphe Bookstore (on Mansfield, corner Sherbrooke) has quite a few interesting books on Development communications available. You might want to spend some time browsing.

**PLEASE NOTE:** Periodically, based on the interests of the class, I shall add or delete readings to the corpus of material for this class. If you find a particularly interesting reading that you would like to share with the class, please feel free to bring it in and we'll place a copy of it in the reading box.

### **Class Themes, Schedule, and Required Readings:**

**January 6.** Introductions; outline of course; the place of development in history. Introduction to Keywords and issues related to communication and development.

#### **Required Readings for next week:**

Sachs, Wolfgang, ed. 1992. "Development," **The Development Dictionary**. by Gustavo Esteva, p. 6 - 25.

**January 13. Overview of the discourses of communications and development.**

**Film:** Storm Clouds Over the Colonies: Development vs. Exploitation (1957 - NFB).

#### **Required Reading for next week:**

Memmi, Albert. 1965. **The Colonizer and the Colonized**. Boston:  
Arab & Jewish

Beacon. Excerpts.

Fanon, Frantz. 1963. **The Wretched of the Earth**. New York: Grove Press. Introduction by Jean-Paul Sartre, pp. 7 - 31.

**January 20. Early voices of the Colonized.** A discussion of the relationship between the colonizer and the colonized. The discussion will include the work of Frantz Fanon, Algerian psychiatrist, as well as Memmi's book. Introduction to the diffusionist paradigms.

**Required Readings for next week:**

From: Pye, Lucien, ed. 1963. **Communication and Political Development**. Princeton: Princeton University Press:

Pye, "Models of Traditional, Transitional and Modern Communication Systems", p. 24 - 20.

Lerner, "Towards a Communication Theory of Modernization", p. 327 - 350.

**January 27. Early "Eurocentric" / US-based Paradigms: Modernization, Diffusionist Models.**

A discussion of the key premises, assumptions, and problems with early models.

**Required Reading for Next Week:**

From: Rogers, Everett, ed. 1976. **Communication Research**, Vol. 3, No. 2, April.

Rogers, "Communication and Development: The Passing of the Traditional Paradigm", p. 213 - 240.

Partha Chatterjee. "Nationalism as a Problem," Ashcroft, Bill, Gareth Griffiths, & Helen Tiffin (eds.). **The Post-Colonial Studies Reader**. Routledge, 1995: 164 - 166.

From: Clifford Geertz. 1973. **The Interpretation of Cultures.**  
New York: Basic Books:

Ch. 9. After the Revolution: the Fate of Nationalism in the New  
States. pp. 234 - 254.

### **February 3. The Dominant Paradigm Revisited**

A critical analysis of the problems with the conventional dominant  
paradigms.

### **Final Paper Proposals Due.**

#### **Required Readings for Next Week:**

Tomlinson, John. 1991. **Cultural Imperialism: A Critical** \* *good book*  
**Introduction.** Baltimore: The John Hopkins University Press.  
Ch. 1 - pp. 1 - 33.

Perez Jr., Louis A. 1975. "Underdevelopment and Dependency: The  
Colonial Construct of Tourism", A. Mattelart and S. Siegelau (eds.)  
**Communication and Class Struggle**, Vol. 1, New York:  
International General, pp. 339 - 345.

### **February 10. Guest Lecturer. Issues of Cultural Imperialism and Dependency 1.**

Discussion of readings.

#### **Required Readings for Next Week:**

Bishop, Alan J. "Western Mathematics: The Secret Weapon of  
Cultural Imperialism," Ashcroft, Bill, Gareth Griffiths, & Helen  
Tiffin (eds.). **The Post-Colonial Studies Reader.** Routledge,  
1995: 71 - 76.

Said, Edward. 1979. **Orientalism.** New York: Vintage.  
Introduction, pp. 3 - 28.



**February 17. Reading Week.**

**February 24. Issues of Cultural Imperialism and Dependency 2.**

**Required Readings for Next Week:**

Masmoudi, Mustapha. 1979. "The New World Information Order," **Journal of Communication**. Vol. 29, No. 2, Spring.

McBride, Sean. 1980. Part V. "Conclusions and Recommendations," and "Issues Requiring Further Study," in **Many Voices, One World**. Paris: UNESCO: 253 - 272.

Roach. "The Movement for a New World Information and Communication Order: a second wave?" **Media, Culture and Society** (SAGE, London), Vol. 12 (1990), 283 - 307.

**Submission Date for Assignment No. 1.**

**March 3. The New International Information/Economic Order. Participatory Development.**

**Required Readings for Next Week:**

Ostergaard, Lise. **Gender and Development: A Practical Guide**. London: Routledge Press, 1992. Ch. 1 - Gender; Ch. 2 - Statistics.

Huq, Shireen Pervin. "Development and Social Economic Equity," in Desbarats, Peter and Robert Henderson (eds.). **Encounter '87: Media, Democracy and Development**. London: The University of Western Ontario: 111 - 115.

Cynthia En Loe. "Carmen Miranda on my Mind: International Politics of the Banana," **Bananas, Beaches & Bases; Making Feminist Sense of International Politics**: 124 - 150. *\* good book*

Ward, Olivia. 1987. "Women and the Media's Coverage of Development Stories: A View," in Desbarats, Peter and Robert Henderson (eds.). **Encounter '87: Media, Democracy and Development.** London: The University of Western Ontario: 116 - 117.

**March 10. Guest Lecturer. Women and Development**

**Video: If Women Counted - Marilyn Waring on Sex, Lies and Global Economics.**

**Required Readings for Next Week:**

Smith, Anthony D. 1990. "Towards a Global Culture" in Featherstone, Mike, (ed.). **Global Culture: Nationalism, Globalization and Modernity.** London: Sage Publications. pp. 171 - 191.

Hall, Stuart. 1991. "The Local and the Global: Globalization and Ethnicity," in King, Anthony D. (ed.). **Culture, Globalization and the World System.** London: MacMillan, pp. 19 - 39.

**March 17. The Globalization Issue**

**Required Readings for Next Week:**

Benjamin R. Barber. "Jihad Vs. McWorld," **The Atlantic Monthly.** March 1992: 53 - 63.

Jan Nederveen Pieterse and Bhikhu Parekh. "Shifting Imaginaries: Decolonization, Internal Decolonization, Postcoloniality," **The Decolonization of Imagination: Culture, Knowledge and Power.** London: Zed Books, 1995.

**March 24. Shifting Imaginaries and other interesting Trajectories in the Field.**

**Required Readings for Next Class on April 7:**

Appadurai, Arjun. "Disjuncture and Difference in the Global Cultural



Economy," in Featherstone, Mike, (ed.). **Global Culture: Nationalism, Globalization and Modernity.** London: Sage Publications. pp. 295 - 310.

Nader, Ralph and Lori Wallach. "GATT, NAFTA, and the Subversion of the Democratic Process," Mander, Jerry and Edward Goldsmith (eds.). **The Case Against the Global Economy and For a Turn Toward the Local.** San Francisco: Sierra Club Books, 1996: 92 - 107.

BOOK: HARGES AGAINST TV

**March 31. Easter Monday**

**April 7. Problems and Responses to Global Disorganization: Cross-Border Organizing and other Social Movement Activities.**

**FINAL PAPERS ARE DUE. .**

**April 14.**